

State Of Hawaii
DEPARTMENT OF LAND AND NATURAL RESOURCES
Division of State Parks
Honolulu, Hawaii
February 23, 2007

Board of Land and Natural Resources
State of Hawaii
Honolulu, Hawaii

SUBJECT: Request from the World Triathlon Corporation to Use the
Hapuna Beach State Recreation Area in South Kohala, Hawaii,
for the 2007 Ford Ironman 70.3 Hawaii Half Triathlon

By correspondence dated January 9, 2007 (Exhibit A), Ms. Diana Bertsch, Event Director for the Ford Ironman World Championship and the Ford Ironman 70.3 Hawaii half triathlon, is requesting that the swim portion and the swim to bike transition area of the 2007 Ford Ironman 70.3 Hawaii (Event) be staged at the Hapuna Beach State Recreation Area (Hapuna SRA). The Event is an official Ironman qualifying race and is scheduled for Saturday, June 2, 2007.

The successful inaugural 2004 Event, an Olympic Distance Qualifier (1.5 km swim, 40 km bike, 10 km run), attracted 300 participants from the State of Hawaii. Thirty-five (35) Big Islanders and twenty (20) other Hawaii residents qualified for and participated in the Ironman Triathlon World Championships held in Kona on October 16, 2004.

The 2005 Event was extended to a half Ironman (1.2 mile swim, 56 mile bike and a 13.1 mile run - 70.3 total miles) in distance and had an international field. The 2005 Event had a field of over 1,000 participants vying for 85 (35 Big Island, 20 other Hawaii residents, 30 international) qualifying slots for the 2005 Ford Ironman World Championship which was held on October 15, 2005.

The 2006 Event, re-named the Ford Ironman 70.3 Honu, also attracted an international field. The participants vied for 85 qualifying slots for the 2006 Ford Ironman World Championship held on October 21, 2006.

The 2007 Event, recently re-named the Ford Ironman 70.3 Hawaii, will attract an international field from over 16 countries. The participants will vie for 79 qualifying slots for the 2007 Ford Ironman World Championship to be held in Kona on October 13, 2007 as well as 50 slots for the 2007 Ford Ironman 70.3 World Championship to be held in Clearwater, Florida.

ITEM E-1

The schedule for the 2007 Event is as follows:

1. Equipment, supplies, etc., will be transported to the Hapuna SRA beginning Thursday, May 31, 2007;
2. Gatorade, an Event sponsor, will set up a Gatorade Morning Swim Program for the athletes on May 31 and June 1. Gatorade will man a bag check in tent and distribute samples of their products;
3. The sunscreen corporate sponsor will also have a tent at the park on the mornings of May 31 and June 1. Sunscreen samples will be made available to the Event athletes and the park users.
4. The transition area set-up and the swim course set-up will begin Friday morning and continue into the evening;
5. The land course will be set up late afternoon into the evening;
6. Licensed security guards and security lighting will be on site overnight to protect against theft, mischief and vandalism;
7. The 1000+ participants and a host of volunteers will gather pre-dawn for numbering, etc.;
8. The race will begin at 7:00 a.m.;
9. The swim race should be completed about 8:30 a.m.;
10. The bike racks, course markings, signage, etc., will be removed from the Hapuna SRA at the conclusion of the swim race.

State Parks staff and the Event volunteers will be available to assist the public, especially the physically challenged, who require assistance to access the beach and/or picnic areas.


Staff is recommending approval of the issuance of the Special Use Permit to the World Triathlon Corporation for the 2007 Ford Ironman 70.3 Hawaii scheduled for June 2, 2007. Staff is also recommending that the Chairperson or his representative be authorized to negotiate certain terms and conditions of the Special Use Permit, which shall include, but not be limited to, on-site security, overnight security, maintenance and monitoring of area in use, hours and days of use, traffic control, clean-up and repair at the conclusion of the race.

RECOMMENDATION:

That the Board approve the issuance of a Special Use Permit to the World Triathlon Corporation (Permittee) to utilize the Hapuna Beach State Recreation Area (Hapuna SRA) for the 2007 Ford Ironman 70.3 Hawaii subject to the following conditions:

1. Permittee, its officers, agents, employees, volunteers, consultants, contractors, and/or persons acting for, or on its behalf, shall at all times with respect to the Hapuna SRA; a) use due care for public safety; b) agrees to release the State of Hawaii from any claims which Permittee might have against the State of Hawaii arising out of Permittee's occupation or use of the Hapuna SRA; and c) shall be responsible for its own acts;
2. The Permittee shall procure and maintain, at its own cost and expense, in full force and effect throughout the term of this Special Use Permit, commercial general liability insurance, in an amount of at least \$1,000,000.00 per occurrence with an insurance company or companies licensed to do business in the State of Hawaii. The policy or policies of insurance shall name the State of Hawaii as an additional insured. The insurance shall cover the entire Hapuna SRA, including all grounds, buildings and all roadways or sidewalks on or adjacent to the Hapuna SRA in the use or control of the Permittee;
3. The permittee shall pay a rental fee of one hundred dollars (\$100.00) per day for the Pre-Event setup, the Event and the Post-Event breakdown and cleanup and for any State staff time that is required;
4. The Chairperson or his representative is authorized to negotiate all other terms and conditions of the Special Use Permit.

Respectfully submitted,


Daniel S. Quinn
State Parks Administrator

APPROVED FOR SUBMITTAL:


PETER T. YOUNG, Chairperson



January 9, 2007

VIA FACSIMILE - 808-974-6222

Glenn Taguchi, Hawaii Parks District Superintendent
Department of Land and Natural Resources, Division of State Parks
PO Box 936
Hilo, HI 96721-0936

Aloha Mr. Taguchi:

World Triathlon Corporation respectfully requests the use of Hapuna Beach State Park for the swim and transition portion of the 2007 Ford Ironman 70.3 Honu, a qualifying race for the Ford Ironman World Championship.

The race is scheduled for Saturday, June 2nd from 7:00 a.m. to 3:30 p.m. and we are again applying for the use of the park from May 31st to June 2nd. Gatorade, a sponsor of the Honu triathlon, wishes to set up a Gatorade Morning Swim program for athletes. The mornings (6:30 am - 10:00 am) of May 31st and June 1st Gatorade will provide a bag check-in for the athletes while distributing Gatorade. This would require a 10' x 20' area in the park while athletes are in the water. Gatorade will be responsible for the program clean up.

As in the past, this year's race is international and currently has athletes participating from over 16 countries including Australia, Canada, Korea, Brazil, Taiwan, Germany, Spain, Great Britain, Guatemala and the U.S.A.

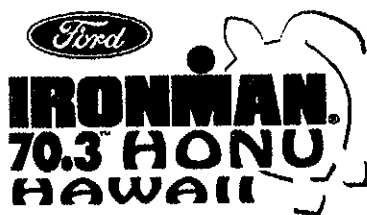
The 2006 Honu Triathlon was a huge success and we look forward to continuing our partnership with the state in 2007. The beauty of the island and the use of the championship triathlon course create a high level of enthusiasm for participation around the world. Ironman has the ability and resources to market this race, having a positive economic impact to the Island, specifically the Kohala area, and would boost tourism during a normally slow period.

I would like to proceed immediately with the planning process for this event and value the opportunity of working with you once again.

Respectfully,

Diana Bertsch
Event Director
Ford Ironman 70.3 Honu - Hawaii

EXHIBIT A



World Triathlon Corporation Ford Ironman 70.3 Honu - Hawaii

OBJECTIVE:

To continue the successful production of a triathlon-sporting event that capitalizes on the beauty of the Kohala Coast, and the Big Island by appealing to the growing tourism market of the health and sports enthusiast.

STRATEGY:

Build partnerships within the community while combining the elements of a premier venue, top event management team and an intimate association with the Ford Ironman World Championship by holding an annual event; the inaugural event was hosted in 2004. The Honu Triathlon was introduced as an Olympic Distance Qualifier for Big Island and Hawaii State athletes in 2004.

In 2007 it is an International qualifying race hosting 79 qualifying slots for state of Hawaii athletes and International Athletes for the Ford Ironman World Championship in Kailua-Kona, Hawaii as well as 50 slots for the Ford Ironman 70.3 World Championship in Clearwater, Florida.

VISION:

To continue to progressively promote, develop and nurture this event to world-renowned status as a 70.3 (1.2 mile swim / 56 mile bike / 13.1 mile run) distance Ironman event, incorporating worldwide media coverage through television, print media and live Internet outlets. To attract between 1000 - 1500 national and international athletes to the Kohala Coast and Hawaii's Big Island during a slow visitor period (late May to early June).

MANAGEMENT:

World Triathlon Corporation is responsible for the management of the Ford Ironman 70.3 Honu. This event will be organized by the Kona based office, which manages the event logistics for the Ford Ironman World Championship each October. For History regarding the Ironman see Attachment A.

QUALIFYING RACES:

Each year 40 to 50 thousand athletes attempt to gain entry into the Ford Ironman World Championship by earning a qualifying slot at one of the 26 worldwide qualifying events - open to citizens of all countries - held throughout the year.

These slots are coveted not only by the athletes but also by the qualifying races that retain these slots. Every year Ironman is approached by various Event Organizers requesting the right to organize an Ironman qualifying event as the benefits for the local community are significant.

Qualifying races vary in length, ranging from half-Ironman (1.2-mile swim, 56-mile bike, 13.1-mile run) to full Ironman distance (2.4-mile swim, 112-mile bike, 26.2-mile run). Each event awards Ford Ironman World Championship race slots to its top age-group finishers, with some races also awarding professional qualifying spots.

EVENT:

Name: Ford Ironman 70.3 Honu

Date: June 2, 2007

The following are details regarding World Triathlon Corporation's Ford Ironman 70.3 Honu.

The inaugural event, The Honu Triathlon, was held in 2004. The now Ford Ironman 70.3 Honu is one of World Triathlon Corporation's qualifying races for the World Championship in October.

In 2004 the event was designed to offer the athletes of the State of Hawaii a premier race as their qualifier. Since 2005 it has grown to an international event keeping the commitment to the Hawaii state athletes by allocating 55 slots to athletes with residency in the state of Hawaii.

As a "State Athlete," slots are allocated and specifically awarded to athletes that are residents of the State of Hawaii to qualify for the World Championship.

This year the Ford Ironman 70.3 Honu will be an official qualifying race for not only the Ford Ironman World Championship held each year in Kailua-Kona, Hawaii but the Ford Ironman 70.3 World Championship that is held in Clearwater, Florida.

Economic Impact

Participation for the 2007 Ford Ironman 70.3 Honu Triathlon will be limited to 1,100 athletes. The event has become an international qualifying event, encouraging participation from around the world. There are athletes currently registered from over 16 countries (Brazil, Australia, Canada, Germany, Spain, Great Britain, Guatemala, Hong Kong, Italy, Japan, Korea, Mexico, Poland, Taiwan, Tahiti, United States).

The event in 2007 is more than a race; it has become an opportunity for families to come to the Big Island for a family vacation. The Host Hotel, The Mauna Lani Bay Hotel and Bungalows is nearly sold out and they have booked Honu participants for up to 12 nights in their hotel. Totalling over 1075 room nights, the Mauna Lani is excited about the potential the event has given the hotel in an otherwise slow period.



In 2006 The Ford Ironman 70.3 Honu established partnerships with local businesses on the Big Island such as Banana Boat, Starbucks, Happy Shirts and Bike Works as the official Triathlon/Bike Shop for the event. Bike Works and Happy Shirts will provide a satellite store at the Mauna Lani offering full service to the athletes staying on the Kohala Coast.

Guy Hagi – Honu Master of Ceremonies



Kahu Danny Akaka
Honu Triathlon Race Day Blessing

Location

The Big Island's Kohala Coast is the premier location to embrace the Ford Ironman 70.3 Honu. The Mauna Lani Bay Hotel and Bungalows is the Host Resort and the partnership has proven to be successful for both Mauna Lani and World Triathlon Corporation.

Date

The 2007 event is scheduled to take place on Saturday, June 2nd. The 2007 date is scheduled around a time that is typically slow on the Kohala Coast with the goal being to increase visitors to the Big Island.

Course

The 2007 event is 70.3 miles or half the Ironman distance race: 1.2 Mile Swim, 56 Mile Bike and 13.1 Mile Run. The swim is to take place at Hapuna Beach followed by the bike along the Kohala Coast, ending at Mauna Lani Hotel Bay and Bungalows. The run course takes place on the grounds at Mauna Lani Resort with the Finish Line ending at the second hole of the Francis H. I'i Brown Championship Golf Course.

Summary

It is difficult to describe the phenomenon that is Ironman and the latest 70.3 series. The athletes often say it with great confidence that the Aloha Spirit of the Big Island is what makes the Ford Ironman World Championship such a coveted event. In efforts to get to the starting line in Kona, athletes compete in qualifying events around the world. Their goal is having a chance to experience the mystique of Ironman. The Ford Ironman 70.3 Honu offers this same magic while also giving athletes the opportunity to qualify for the World Championship. The economic impact of this event can be felt island wide however a significant majority of the dollars infused directly impact the Kohala Coast.



Honu Swim Start – Hapuna Beach Park



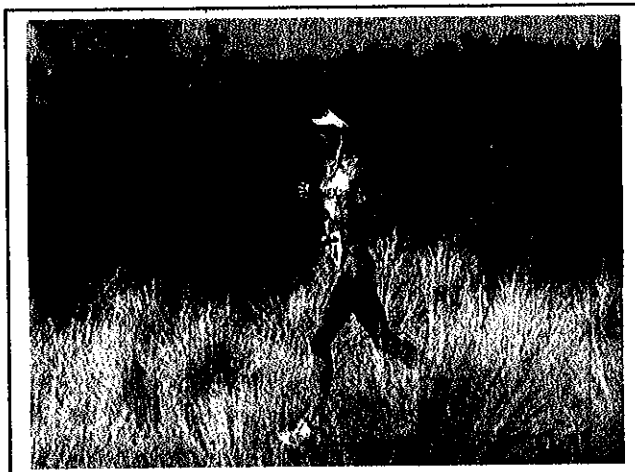
Honu – Finish Line
Mauna Lani Bay Hotel and Bungalows

Attachment A

HISTORY:

Ironman World Championship

October 18, 2003 marked the 25th Anniversary of the Ironman Triathlon World Championship. In 1978 the first Ironman Triathlon was held on Oahu, it consisted of a 2.4-mile ocean swim, 112-mile bike ride and a 26.2-mile run. In 1981, Ironman moved to the Big Island and has grown into one of the greatest endurance events in sports and has become a world-class event. The Ironman Triathlon proves "Anything is Possible," through ordinary people achieving extraordinary events.



Ironman and the Big Island

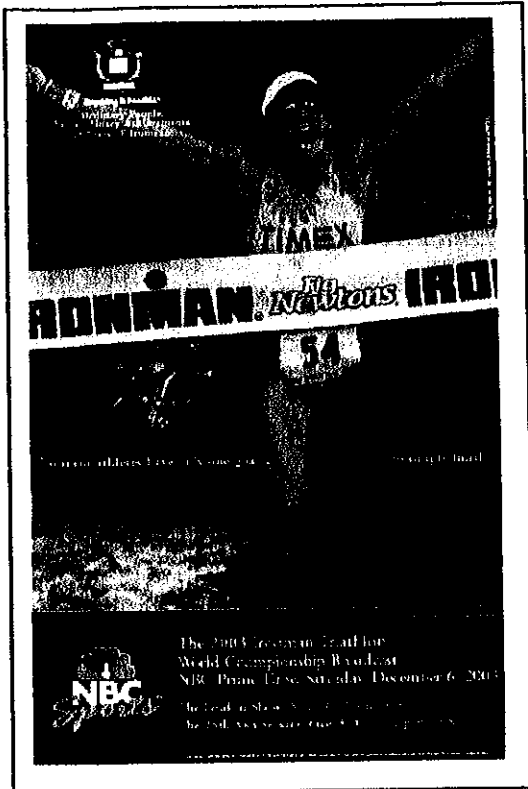
Ironman has become an entity that is perceived in many different ways; however for the Volunteer, Athlete or Spectator that has become involved it has become more than just a race, it is part of the community. Ironman is not just a race it is a "test of mind, body and spirit for everyone involved." There is a magical feeling of Aloha and Ohana that takes place each October. Words could never describe the power of the passion of the Big Island Community; it is this incomparable spirit that makes Ironman possible each October.

Economic Impact

The Ironman Triathlon brings together more than just the World's top athletes. State officials affirmed that the Ironman Event contributes to more than \$25.9 million in totals sales each year. The statistics were based on the influx of 1,700 athletes traveling to Hawaii along with 6,025 supporters, 2500 other spectators and 288 media personnel covering the event.

On average, visitors stayed for 8 to 12 days on the Big Island. Triathletes and their supporters tend to stay 30% longer than the average visitor and they also tend to visit other islands either prior to their stay on the Big Island or after.

Media Coverage



Highlights of the Ironman Triathlon first aired on television in 1980 as part of ABC's *Wide World of Sports*. In 1991, the broadcast was moved to NBC where it became a stand-alone program. The Ironman Triathlon production has won nine Emmy awards and has received 30 Emmy nominations. The 2006 broadcast marked the 16th consecutive year of NBC captivating viewers with a look at the World's most famous endurance event.

Each year international media travels from all over the World to cover the World Championship. In 2006 approximately 300 media representatives traveled to the Big Island to cover the event sending the Big Island event worldwide.

Pre-race broadcast media impressions for 2006 total 218,901,061.

This year more than 1 million people logged onto Ironmanlive.com's Dell™ servers during the October 21st race weekend, making the event the largest single-day sporting event to be streamed over the Internet. Ironmanlive gave viewers around the world the opportunity to view live race day coverage from the 7:00 a.m. cannon start to the midnight finisher.



ATTACHMENT B

ATHLETE'S COMMENTS ON THE FORD IRONMAN 70.3 HONU

Thanks!

I have raced for 21 years now (6 Ironman Hawaii) and must say you guys did a wonderful job with the race. Being short handed with volunteers and all it was my best Kona experience ever! The run course I hope stays the same since that was such a big part of the race that made it so unique and hard.

Looking forward to being there next year.

Tom Hodge
President Recovox
Tom@recovox.net
www.recovox.net

I am extremely delinquent in sending you this e-mail but I wanted to make sure I wrote to tell you what an awesome job the Ironman staff did in putting on the Honu Half-Ironman. It was the most organized, best run event I have ever participated in. The excitement and camaraderie that filled the event site was evidence of that. Thank you very much to the entire staff for making this one of the absolute highlights of my athletic career! I look forward to competing again next year. Thanks again.

Ken Sersun
Kenneth.sersun@navy.mil

I had a phenomenal time at the Honu race! It was unlike any I had ever participated in, both as a challenge and as a reward. It was grand! The setting was inspiring.

I want to express my deep appreciation to those volunteers who made this race so memorable for me. Since I was among the "late" racers, I know that volunteers had to stay beyond their expected time, in the hot sun, in order to accommodate us. I want them to know how grateful I am at their sacrifice and cheerfulness as I passed by.

My hat is off to everyone at the Honu race.
Jean Wood
Manager, Development and contracts
Minnesota Department of Human Services
Jean.wood@state.mn.us

Dear Honu race team,

Just wanted to drop you a quick note of thanks for organizing a superb Honu Half Ironman Triathlon. It was truly a special race.

Guy Hagi is the best MC – he was fantastic for his local tri knowledge as well as his knowledge of the pro's and Ironman racing generally. Hope Guy is available for next year's race.

Friends whom raced from Australia also have publicly commented that this race was the best organized in their history of triathlon. Well done and keep it up.

Mahalo,
Mark Geoghegan
Honolulu
Mark.geoghegan@verizon.net

I just wanted to say thank you so much for a great race. The course is TOUGH! Your entire staff did a great job at putting on this event. I know how much work is involved and I really appreciate your effort. Keep up the good work.

Hope to see you next year!
Mahalo,
Larry Mackey
Larry-diane@hawaii.rr.com

Mahalo for your great race! I spoke to many people who just loved it! I certainly appreciated all the slots in my age group which allowed me to squeak in.

Mauna Lani Hotel is awesome supporters and good spirit. The entertainment was a great touch and very nice.

Much mahalo,
Dusty Boyd
konaironman@aol.com

What a great race. Thank you all for your hard work to make the first Honu Half such a wonderful event to be a part of. I hope to race with you at this event for years to come.

Eddie Herd
Db4eddie@msn.com